

## ORDER



**Orders**  
**Order / Rev:** 169405  
**Alt Order #:** 08388137  
**Product Desc:** EST2181 FIGHTING BAC  
**Estimate:** 2181  
**Flight Dates:** 10/03/16 - 11/07/16  
**Original Date / Rev:** 09/20/16 / 09/30/16  
**Order Type:** GENERAL

**KXLY**

**Primary AE:** JEANINE HOLMES  
**Sales Office:** H-SE  
**Sales Region:** NATL

**Agency Name:** Media Plus  
**Buying Contact:**  
**Billing Contact:**  
 160 Roy Street  
 Seattle, WA 98109

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** McMorris Rodgers, Cathy for Congres  
**Demographic:** W35-64  
**Product Codes:** PL Candidate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	41	\$6,620.00	\$5,627.00
10/31/16	11/07/16	17	\$2,420.00	\$2,057.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	41	\$6,620.00	\$5,627.00	49.00
November 2016	17	\$2,420.00	\$2,057.00	0.00
<b>Totals</b>	<b>58</b>	<b>\$9,040.00</b>	<b>\$7,684.00</b>	<b>49.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
JEANINE HOLMES			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KXLY	32%	\$9,040.00
Market	100%	\$28,250.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAYU	16%	\$4,520.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	20%	\$5,650.00
KREM	31%	\$8,757.50
KSKN	1%	\$282.50
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY	10/21/16	10/21/16	Fri 9-10p Prime Shark Tank	CM	9-10p	----1--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--			1			\$750.00		0.00			

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Estimate: 2181  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY	10/21/16	10/21/16	Fri 9-10p Prime Shark Tank	CM	9-10p	----1--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	----1--		1				\$750.00		0.00			
2	KXLY	10/10/16	11/04/16	M-F 1-2p General Hospital	CM	1-2p	MTWTF--	:30	3	\$55.00	P-3	0.00	NM	16	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		3				\$55.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		5				\$55.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$55.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		5				\$55.00		0.00			
3	KXLY	10/17/16	11/04/16	10-11a M-F The View	CM	10-11a	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	6	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3				\$80.00		0.00			
		Week: 10/24/16	10/30/16	-----		0				\$0.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3				\$80.00		0.00			
4	KXLY	10/10/16	11/04/16	7-9a GMA GMA	CM	7-9a	MTWTF--	:30	2	\$160.00	P-3	0.00	NM	12	\$1,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		2				\$160.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		4				\$160.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		2				\$160.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4				\$160.00		0.00			
5	KXLY	10/17/16	10/23/16	2016 Debate/Analysis Debate/Analysis	CM	6-8p	MTWTFSS	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTFSS		1				\$450.00		0.00			
6	KXLY	11/07/16	11/07/16	M-F 1-2p General Hospital	CM	1-2p	1-----	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$55.00		0.00			
7	KXLY	11/07/16	11/07/16	7-9a GMA GMA	CM	7-9a	1-----	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$160.00		0.00			
8	KXLY	10/22/16	11/05/16	C. Ftbl-Sat Night ABC Sat Night College Football	CM	5-830p	-----1-	:30	1	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1-		1				\$275.00		0.00			
		Week: 10/24/16	10/30/16	-----		0				\$0.00		0.00			
		Week: 10/31/16	11/06/16	-----1-		1				\$275.00		0.00			
9	KXLY	10/16/16	11/06/16	This Week This Week	CM	758-9a	-----1	:30	1	\$75.00	P-3	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----1		1				\$75.00		0.00			
		Week: 10/17/16	10/23/16	-----1		1				\$75.00		0.00			
		Week: 10/24/16	10/30/16	-----1		1				\$75.00		0.00			
		Week: 10/31/16	11/06/16	-----1		1				\$75.00		0.00			
10	KXLY	11/02/16	11/02/16	Wed 8-9p Special 50th CMA Awards	CM	8-11p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--1----		1				\$700.00		0.00			
N 11	KXLY	10/07/16	10/07/16	Fri 10-11p Prime 20/20	CM	10-11p	----F--	:30	1	\$500.00	P-2	2.30	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		1				\$500.00		2.30			
N 12	KXLY	10/03/16	10/07/16	5-530p M-F M-F News @5p	CM	5-530p	MTWTF--	:30	3	\$175.00	P-2	4.40	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		3				\$175.00		4.40			

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N 12	KXLY	10/03/16	10/07/16	5-530p M-F M-F News @5p	CM	5-530p	MTWTF--	:30	3	\$175.00	P-2	4.40	NM	3	\$525.00
N 13	KXLY	10/03/16	10/07/16	6-630p M-F M-F News @6	CM	6-630p	MTWTF--	:30	3	\$175.00	P-2	4.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	MTWTF--	3		\$175.00		4.00						
N 14	KXLY	10/03/16	10/07/16	630-7p M-F M-F News @630p	CM	630-7p	MTWTF--	:30	3	\$155.00	P-2	3.30	NM	3	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	MTWTF--	3		\$155.00		3.30						
N 15	KXLY	10/09/16	10/09/16	6p Su News 6p News	CM	6-630p	-----S	:30	1	\$95.00	P-2	3.10	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	-----S	1		\$95.00		3.10						
N 16	KXLY	10/09/16	10/09/16	5p Su News 5p News	CM	5-530p	-----S	:30	1	\$85.00	P-2	6.70	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	-----S	1		\$85.00		6.70						
N 17	KXLY	10/05/16	10/05/16	Wed 10-11p Prime Designated Survivor	CM	10-11p	--W----	:30	1	\$600.00	P-2	1.80	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	--W----	1		\$600.00		1.80						
Totals													58	\$9,040.00	